

## ABSTRACT OF THE DISCLOSURE

A line inverse driving method is performed by outputting voltages for gradation display in mutually reverse polarities with respect to pixels adjacent in a data signal line direction. A separation switch is provided between an output stage of a data driver and a data signal line to separate them. In a blanking period, the data signal line is cut off, and in the selection-scanning period of a scanning signal line to be scanned first, the scanning signal line to be scanned next is also subjected to the selection-scanning. With this structure, respective charges in adjacent pixel capacitors are neutralized, and it is therefore possible to reduce a power consumption. Further, since a short-circuit can be performed at short distance, the problem of dull waveform can be suppressed, thereby realizing an image display device suited for a large screen.